



Registration Opens for PromaxBDA Latin America

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Registration has opened for PromaxBDA Latin America as killer creatives from across the region convene in Florida for a day of global recognition.

Entertainment marketing and design will take center stage on Wednesday, November 8 at the New World Center Miami-the city's home for arts and culture. The one-day event showcases the innovation, ideas and leaders driving success for media brands across Latin America.

Register for PromaxBDA Latin America

The event honors the finest work in television promotion, marketing and design at the PromaxBDA Latin America Awards - the only awards competition of its kind for the region.

The ceremony also features four new categories this year that specifically target networks and agencies producing content aimed at the U.S. Hispanic market. They are: General Branding/Image, General Branding/Image Campaign, Program Promotional Spot and Program Promotional Campaign.

RELATED: PromaxBDA Adds 4 Categories to Latin America Awards

Renowned brand strategist Lee Hunt will offer insight on where the industry is headed in his "Best Practices" session. And in "State of Our Art," hosts Sean Saylor of Viacom International Media Networks The Americas and Pablo Sznajder of Sony Pictures Entertainment will showcase the best, big ideas of 2017 that stem from many of the networks and agencies that Brief has highlighted throughout the year:

Colombia's Canal 1 Seeks to Connect the Country

Free-to-air station aims to engage viewers by offering them more options.

Globo's 'Good Mob' Philosophy Leads Way in Social Responsibility

Hopes to revolutionize broadcast TV when it comes to humanitarian issues.

Raze TV Paints Young Latinos as Leaders in Global Culture

Digital platform combines celebrity influencers with social videos.

Brand/Rebrand: Superstudio Puts Its Polish on Nickelodeon, TMC

Agency used mix of artistic techniques and live action for two unique projects.

Creative Review: La Comunidad

Incorporating American and Argentinian cultures has led to major campaigns in both countries.